

Message Text

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R 302148Z MAY 74

FM SECSTATE WASHDC

TO AMEMBASSY SINGAPORE

INFO AMEMBASSY BANGKOK

AMEMBASSY JAKARTA

AMEMBASSY KUALA LUMPUR

AMEMBASSY MANILA

AMCONSUL HONG KONG

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E.O. 11652: N/A

TAGS: BEXP, SN, TH, HK, ID, MY, RP

SUBJ: MARKET RESEARCH - BID REQUEST INSTRUCTION:

AUTOMOTIVE MAINTENANCE AND SERVICING EQUIPMENT,
SINGAPORE

REF: STATE A-891, 2/27/72; STATE A-1716, 2/18/72;
STATE A-11780, 12/5/72.

1. RESULTS OF PRELIMINARY ANALYSIS AUTOMOTIVE MAINTENANCE
AND SERVICING EQUIPMENT THEME INDICATE INTEREST ON PART
U.S. MANUFACTURERS PROMOTIONAL ACTIVITIES IN USRTC
SINGAPORE. ACCORDINGLY WE PROPOSE CONTRACT FOR MARKET
RESEARCH STUDY. IF RESEARCH INDICATES SUBSTANTIAL
OPPORTUNITIES WILL CONSIDER PROMOTIONAL EVENT IN FY 75.

2. BID REQUEST INSTRUCTION CABLED DUE NECESSITY AWARDED
CONTRACT BEFORE JULY 1 IN ORDER TO AUTHORIZE AND OBLIGATE
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AVAILABLE FY 74 FUNDS (DOLS 4,000 MAXIMUM). THIS CABLE

PROVIDES SPECIFIC PRODUCT INFORMATION AND POINTS OF SPECIAL INTEREST FOR USE IN CONJUNCTION WITH STANDARD MARKET RESEARCH BID REQUEST AIRMAILED TO STEIN MAY 16.

3. ACTION REQUESTED: POST REQUESTED SOLICIT BIDS FROM QUALIFIED CONSULTANTS AND CABLE RESULTS IN ACCORDANCE SECTION 2A, A-1716.

4. IF CONTRACT TO BE EXECUTED IN LOCAL CURRENCY, BID SOLICITATION SHOULD SO STATE AND REQUEST PROPOSALS BE SUBMITTED IN LOCAL CURRENCY.

5. TELEGRAPHIC SUMMARY OF BIDS SHOULD STATE LOCAL CURRENCY PRICE AND DOLLAR EQUIVALENT AT EXCHANGE RATE POST PROPOSES BE USED FOR ISSUANCE BUDGET AUTHORIZATION, NUMBER OF INTER-VIEWS EACH BIDDER PROPOSES CONDUCT, TECHNICAL QUALIFICATIONS AND EXPERIENCE OF EACH BIDDER AND POST RECOMMENDATIONS.

6. SUPERVISION OF CONTRACTOR, EVALUATION OF STUDY AND TRANSMITTAL OF COMPLETED STUDY SHOULD BE UNDERTAKEN PER SECTIONS 2B AND 2C, W-1716. PAYMENT TO BE EFFECTED IN ACCORDANCE A-891.

7. FOR PURPOSES THIS STUDY, TRADE LIST REQUIREMENTS SPECIFIED APPENDIX A OF STANDARD MARKET RESEARCH INSTRUCTIONS ARE MODIFIED TO REQUIRE SUBMISSION AS MAJOR PROSPECTIVE CUSTOMERS ONLY THOSE PRIVATE OR GOVERNMENTAL ORGANIZATIONS WHICH ARE MAJOR FLEET OPERATORS. LIST OF PRINCIPAL POTENTIAL AGENTS AND DISTRIBUTORS SHOULD INCLUDE AGENTS, DISTRIBUTORS, IMPORT HOUSES, JOBBERS AND OTHER ESTABLISHMENTS WHICH IMPORT OR MAY IMPORT PRODUCTS GERMANE TO STUDY. LISTS ARE TO BE FORMATTED IN ACCORD WITH EXAMPLES IN APPENDIX A. LISTS OF PUBLICATIONS AND TRADE ASNS, LISTS...ASSNS. REQUIRED

8. FOLLOWING IS PRODUCT CATEGORY DESCRIPTION BY SINGAPORE CUSTOMS CLASSIFICATION NUMBER:

- A. PARTS AND ACCESSORIES FOR MOTOR VEHICLES 732890
- B. OIL AND PETROL PUMPS 719211
- C. GAS AND AIR COMPRESSORS 719222

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- D. LIFTING AND HOISTING MACHINERY 719311
- E. JACKS, PULLEY TACKLES, ETC. 719312
- F. ELECTRIC HAND HELD TOOLS 729601
- G. NON-ELECTRIC POWERED HAND HELD TOOLS 719532
- H. OTHER HAND TOOLS
- I. PAINT SPRAYERS 719649
- J. PAINTS AND ENAMELS (AUTOMOTIVE USE) 533329
- K. AUTO BODY FILLERS PROBABLY 533350

9. FOR THIS STUDY, POINTS OF SPECIAL INTEREST ARE:

A. IN RESPONDING TO PART 3, SECTION IV-B-(1) OF SPECIFICATIONS, PARTICULAR EMPHASIS IS TO BE GIVEN TO CLOSE DESCRIPTION OF CHANNELS OF DISTRIBUTION. PARTICULARLY IMPORTANT TO PROVIDE OUTLINE OF DISTRIBUTION PATTERNS OF IMPORTED PRODUCTS, VARYING AS NECESSARY WITH PRODUCT TYPE, E.G. FROM IMPORTER TO END-USE CUSTOMER.

B. WITH RESPECT TO PART 3, SECTION II-A-2(A) OF SPECS, SPECIFY TO EXTENT POSSIBLE NOT ONLY MARKET SHARES OF THIRD COUNTRY COMPETITORS IN MARKET BUT COUNTRIES WHICH ARE PRINCIPAL SUPPLIERS OF ONE OF MORE GROUPS OF PRODUCTS WITHIN PRODUCT CATEGORY DESCRIPTION. WHICH NON-U.S. MANUFACTURERS ARE PRINCIPAL SUPPLIERS BY TYPE OF EQUIPMENT.

C. TO WHAT EXTENT DO LARGE JAPANESE OR HONG KONG TRADING COMPANIES DOMINATE OR HOLD SIGNIFICANT SHARES OF EQUIPMENT COVERED IN PRODUCT CATEGORY?

D. FOR PURPOSES THIS STUDY, END USER (PART 3, SECTION III) IS DEFINED ESSENTIALLY AS BUSINESS OR OTHER ENTERPRISE WHICH ACQUIRE EQUIPMENT AS A CAPITAL GOOD, E.G. SERVICE STATION, GARAGE, FLEET OPERATOR, GOVERNMENTAL ENTITY. DOES NOT ENCOMPASS MOTOR VEHICLE OWNERS/OPERATORS IN GENERAL POPULACE WHO MAY HAVE VEHICLES SERVICED. THUS, STUDY SHOULD CLEARLY IDENTIFY MAJOR USERS IN FOREGOING SENSE AND PROVIDE REQUIRED RANKINGS BY RELATIVE IMPORTANCE AND PROFILES ACCORDINGLY. ARE SERVICE STATIONS OPERATED BY MAJOR OIL COMPANIES? DO GASOLINE STATIONS STOCK PARTS AND UNDERTAKE MAJOR REPAIRS?

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E. ALTHOUGH VEHICLE OPERATORS ARE ULTIMATE CONSUMERS (END-USERS) OF PARTS AND ACCESSORIES CONTRACTOR NEED NOT SEEK TO PROVIDE DATA REGARDING THIS UNIVERSE IN TERMS OF PART 3 SECTION III OF SPECS. HOWEVER, NUMBER OF MOTOR VEHICLES IN OPERATION BY TYPE AND PROBABLE NET ANNUAL INCREASE THEREOF IS IMPORTANT DATA TO BE ACQUIRED.

F. WHAT ARE VEHICLE POLLUTION CONTROL REGULATIONS OF SINGAPORE AND WHAT EFFECT HAVE THESE REGULATIONS HAD ON AUTOMOTIVE INDUSTRY. WILL GOS ENFORCE STRICT CONTROLS ON AUTO EMISSIONS, ETC? WHAT AGENCY IS CHARGED WITH ENFORCEMENT OF SUCH REGULATIONS AND WHAT FUTURE REQUIREMENTS ARE LIKELY TO BE IMPOSED ON AUTO ASSEMBLERS, LARGE VEHICLE OPERATORS, ETC.?

10. FOR THIS STUDY PROVISIONS OF SECTION H, A-11780
ARE MODIFIED AS FOLLOWS:

A. RESEARCH CONTRACTOR WILL PREPARE ALL TRADE LISTS,
WITH SPECIAL EMPHASIS UPON LIST OF POTENTIAL AGENTS AND
DISTRIBUTORS, AND

B. POST NEED NOT PREPARE WTD REPORTS AGAINST ENTRIES
IN TRADE LISTS FURNISHED BY CONTRACTOR.

1. IN COURSE OF RESEARCH SUPERVISION AND EVALUATION,
POST IS REQUESTED TO:

A. EXTEND, IN ACCORDANCE SECTION H(2) (C), A-11780,
APPROPRIATE ASSISTANCE TO CONTRACTOR TO FACILITATE
COMPILING REQUIRED TRADE LISTS AND REVIEWING THEM FOR
SUFFICIENCY, ACCURACY AND CORRESPONDENCE TO SPECIFICATIONS
BEFORE INCLUSION IN FINAL STUDY. (EVALUATION AIRGRAMS
SHOULD VERIFY THAT TRADE LISTS REVIEWED BY POST).

B. ACCORD PARTICULAR ATTENTION TO SECTOR OF STUDY
DEALING WITH PRODUCTS IDENTIFIED HAVING BEST SALES
POTENTIAL OVER NEXT FEW YEARS,

C. EXPEDITE PREPARATION AND TRANSMITTAL OF EVALUATION
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AIRGRAM TO ENSURE TIMELY USEFULNESS.

12. DEADLINES FOR RESEARCH PROJECT ARE:

A. RECEIPT IN OIM OF TELEGRAPHIC BIDS: JUNE 14

B. AWARD OF CONTRACT: JUNE 20

C. COMPLETED STUDY RECEIVED OIM, WASHINGTON: SEPT 20.
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Disposition Event:
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To: SINGAPORE
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